



MEDIA RELEASE

STATE OF TENNESSEE
DEPARTMENT OF COMMERCE AND INSURANCE

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State Offers Consumers Tips for Digital TV Transition

NASHVILLE, TN. – The U.S. Congress has mandated that all full-power television stations convert their broadcast signals from analog to digital by the end of February 17, 2009. Television channels in Tennessee have been carrying public service announcements alerting the public to the switch to digital broadcasts that will occur. But it is understandable that questions might remain about how Tennesseans can navigate the conversion.

“Consumers need to understand how the digital television (DTV) transition will affect them, in order to avoid purchasing items they don’t need,” said Mary Clement, director of the Tennessee Division of Consumer Affairs.

Analog televisions that rely on rooftop or “rabbit ears” antennas to receive analog broadcasts will not work after February 17 without a converter box. These converters generally cost \$50-\$70 and can be purchased at electronics stores. The federal government is offering two \$40 coupons per household (for two boxes – the coupons cannot be combined to get one box for free). These coupons are available on a first-come, first-served basis while supplies last or until March 31, 2009. To receive free coupons, call 1-888-388-2009 (voice) or 1-877-530-2634 (TTY), or visit www.dtv2009.gov.

If a television is digital or is currently receiving its signal through paid cable or satellite service, the conversion should not affect it. Digital televisions that use rooftop or “rabbit ears” antennas should continue to work and will not require a special antenna or converter box.

If a television is more than 10 years old, it probably has an analog receiver and will be affected by the digital transition. Check the owner’s manual or labeling on the back of the television to determine if a set is analog or digital and look for identifying key words:

- Digital sets:
 - Integrated Digital Tuner, Digital Tuner or Digital Tuner Built-In,
 - Digital Receiver,
 - DTV,
 - ATSC, or
 - HDTV (High Definition)
- Analog sets:
 - Analog
 - NTSC

(more)

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If it still is unclear whether a television set is digital or analog, consumers should call the manufacturer or a retail professional for assistance. Callers should be sure to have the make and model number on hand. For further information regarding the conversion, please visit www.dtv.gov or call 1-888-225-5322 (voice) or 1-888-835-5322 (TTY).

Consumers who think they have been deceived by a business and have purchased items they do not need for the DTV conversion should file a complaint with the Tennessee Division of Consumer Affairs at www.tn.gov/consumer or call 1-800-342-8385 to request a complaint form.

The Department of Commerce and Insurance works to protect consumers while ensuring fair competition for industries and professionals who do business in Tennessee.

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